

Challenge

Hilton Honors members aren't downloading the app

Why?

Don't get exposed to the app or it's benefits

Opportunity

Use existing data to contextually market the app

Develop the app to make the experience more personal to the individual

Targeting Hilton Honors non-app users at relevant times to encourage downloads

Create tailored content and streamline guest's stay using Hilton Honors data

Solution:

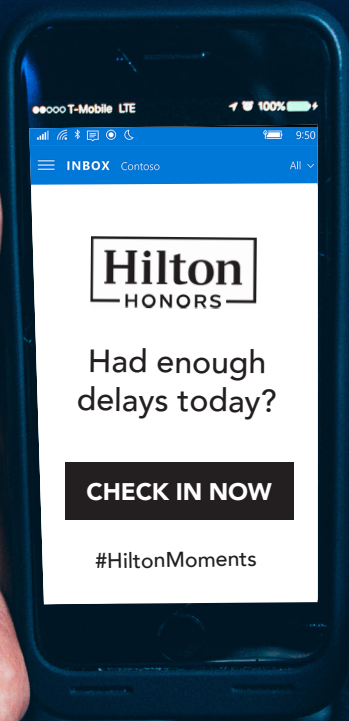
#HiltonMoments

**Campaign
activity:**

Two pronged marketing approach targeting
leisure and business travellers



#HiltonMoments
Don't waste a moment



T-Mobile LTE 100%

9:50

INBOX Contoso All



Had enough
delays today?

CHECK IN NOW

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The little things that mean a lot

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**Solo diners receive
a free book**

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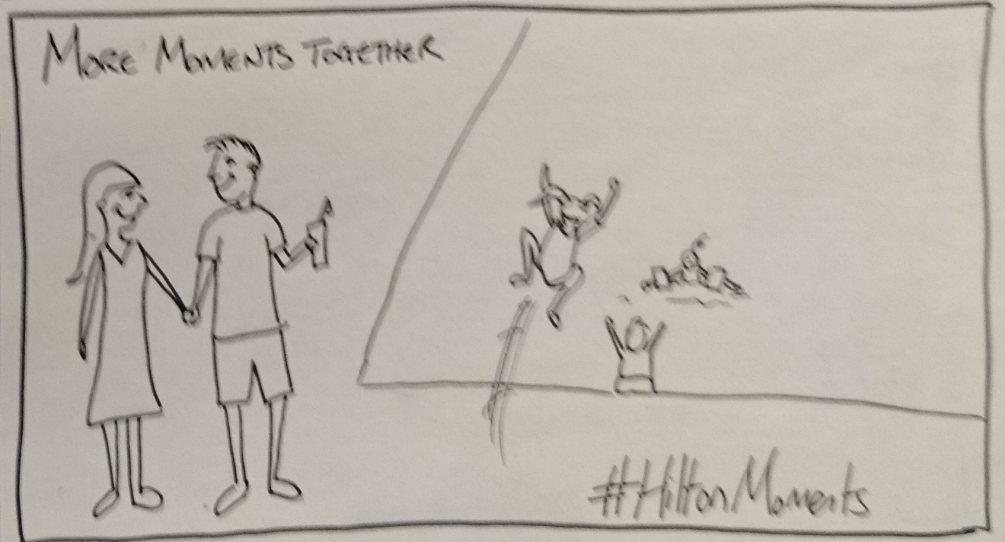
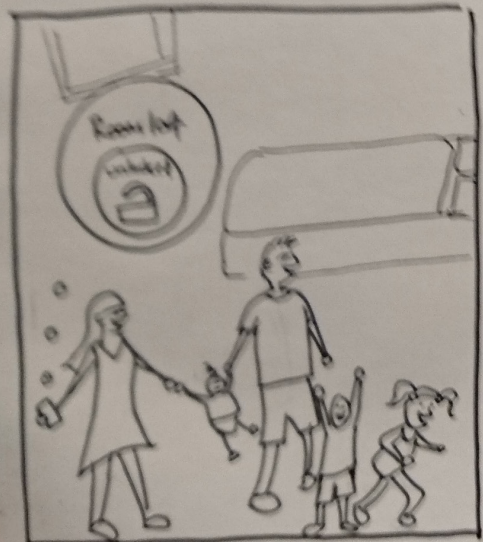
**We've found
your new
favourite room**

#HiltonMoments

**Recommended
local eats**

An underwater photograph of three people swimming in a pool. The water is a deep, clear blue. The pool floor is covered in small, light blue and white mosaic tiles. The swimmers are positioned in the upper half of the frame, with their heads and arms visible as they move through the water. Bubbles and splashes are visible around them. The overall mood is serene and refreshing.

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More moments together



Grand gestures as part of social awareness campaign

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**Fly Granny Smith
in to surprise the
wedding party**

(Hiding in adjoining room)

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**Peppa pig branded
room for the
little ones**

(Bed spread and toys)

#HiltonMoments

**Leicester City
manager meets
and greets you**

(Waiting in reception)

Quick wins:

—

Website app visibility

Hotel reception display material

Expand current communication channels

- Email to Hilton Honors database

- SMS

Humanise app promotions

Staff incentive to drive app users

Longer term: Identified key potential choke points:

- - Delayed travel - prompt digital check in - API integration with flight times
- Long check in queues - have it all waiting
- Preference questions on app launch